



TEC Programs for Value-added Resellers

Promote to new audiences in the TEC VAR Showcase.

As a popular online source for technology evaluation, TEC has the ability to match technology purchaser needs with your products and services. With over 3.5 million web site visitors and 14 million page views monthly, TEC is truly a leading intermediary resource for bringing technology buyers and service providers together. TEC's web sites enable users to access different showcases of technology products, sponsored by vendors and value-added resellers (VARs).

Visitors to TEC's web site will find information on your firm in the VAR Showcase. In addition, we offer keyword search marketing campaigns and custom links that enable visitors to conduct targeted searches.

TEC's VAR Showcase program includes

- the VAR's corporate description, logo, and link to your web site
- links to your marketing collateral, white papers, case studies, links to webcasts or podcasts (up to 10 MB of information)
- a listing in the TEC IT directory
- a web-link for your web site linking to relevant TEC evaluation center(s)
- exclusive access to the VAR Client Zone—available through an annual subscription fee, (leads are purchased individually thereafter)

TEC fills your sales funnel with targeted prospects.

New business or target opportunities are generated when decision makers make use of our free software evaluation using TEC's eBestMatch™ online decision support tool, available at each of TEC's thirty-four technology evaluation and diagnostic centers.

In doing so, users obtain a shortlist of ideal vendor solutions for their company. When using eBestMatch, decision makers are asked to complete a short questionnaire to capture their purchase requirements and location. These become the target opportunities that appear in the VAR Client Zone.

Join TEC's VAR Program to access leads—on demand in our exclusive VAR Client Zone.

Save time and money by downloading leads online—fill your sales funnel whenever you need to.

Low risk, high returns.





Find target opportunities online, whenever you need to— in the VAR Client Zone.

The VAR Client Zone allows for private access to actionable prospective leads. Regular visits will optimize your chances to find the most opportunities.

Online Payment

For your convenience, we offer a range of instant payment options such as credit card, PayPal, and electronic transfer.

By visiting your secure home page, you can search for opportunities by

- geographic location
- industry
- vendor
- application area
- company size

Here's a sample of what you will see when logged into the VAR Client Zone.

The screenshot shows the 'VAR Client Zone' interface. It features a navigation bar with 'VAR Zone', 'Contact Us', and 'Help'. Below this is a 'Target Opportunities' section with a 'Refine List' sidebar containing filters for Location, Company Size, Industry, and Application Area. The main area displays a table of 395 items found, with columns for ID, Date Posted, Lead, Application Area, Opportunity, Opportunity Preview, eBestMatch Score, and Price. A 'Purchase' button is visible for the first item. A detailed view of a specific opportunity is shown on the right, including a 'Call Center Survey' and an 'eBestMatch Pre-selection Survey'.

| # | ID | Date Posted | Lead | Application Area | Opportunity | Opportunity Preview | eBestMatch Score | Price |
|----|---------|-------------|------|------------------|-------------|---------------------|------------------|----------|
| 1 | 3272016 | 11/18/2008 | 1 | ACC | 0 | | | \$250.00 |
| 2 | 3794530 | 11/18/2008 | 1 | ERP/IV | 0 | | | |
| 3 | 3794632 | 11/18/2008 | 1 | BRP | 0 | | | |
| 4 | 3796464 | 11/18/2008 | 1 | PRD | 1 | | | |
| 5 | 3796672 | 11/18/2008 | 1 | PSC | 0 | | | |
| 6 | 3797506 | 11/18/2008 | 3 | CRM | 0 | | | |
| 7 | 3799311 | 11/18/2008 | 3 | ACC | 0 | | | |
| 8 | 3799568 | 11/18/2008 | 3 | ERP/IST | 0 | | | |
| 9 | 3800070 | 11/18/2008 | 3 | ERP/IST | 0 | | | |
| 10 | 3800340 | 11/18/2008 | 3 | ERP/IST | 0 | | | |

Call Center Survey:
 Project Type : Accounting - Time Billing
 Success of a Project : High
 Current Software : Timeslips 2008
 Reason for replacement : Lack of Functionality
 Stage of the Project : Preparing Requirements
 ERP : No ERP
 # Users : 10 - 20
 Single/Multiple Sites : Single site
 Language : English
 Time to Decision : 3-6 months
 Total Budget : \$25 - \$50K
 Involvement in Decision : Influencer
 Potential Vendors being looked at : Open
 How ready you be ready to speak to vendors : Ready to speak

eBestMatch Pre-selection Survey:

Target Opportunities are provided on a per cost basis as follows:

- **Level 1 Opportunity** refers to an opportunity where the eBestMatch™ preselection survey has been completed and the existence of a project **has been confirmed** by TEC's Call Center.
- **Level 2 Opportunity** refers to an opportunity where the eBestMatch preselection survey has been entirely or partially completed and the opportunity **has been contacted** by TEC's Call Center.
- **Level 3 Opportunity** refers to an opportunity where the eBestMatch preselection survey has been entirely or partially completed but the opportunity **has not yet been contacted** by TEC's Call Center.
- **Level 4 Opportunity** refers to a registered inquiry on a specific topic and from a prospect that **has not yet been contacted** by TEC's Call Centers.

For more information

TEC offers rapid, low-cost channels to drive business directly to your pipeline. Join the VAR Program today.

Contact Us

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